

April 14, 2004

CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I realize your efforts to curb the problem of unsolicited bulk email are necessary. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with an idea like this, and so much damage done to consumers and businesses alike, that I feel must I urge you to consider this matter carefully.

Requirement of the use of suppression lists will damage many of the legitimate publications available online. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They are not the ones CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect on those same individuals and business'.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I am quite surprised at the potential problems this ruling could involve, and urge you to reconsider its implementation in light of these problems,

Respectfully,

Gary G. Wagner
Casper, WY
USA

